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In a technologically evolving age, digital connectivity keeps the world turning. We take a look at Epsilon Telecommunications and speak to Warren Aw, Managing Director of APAC, about the company's critical mission to link the globe

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"As we grow, we have consistently delivered and evolved pragmatic solutions. That makes us the only few next-generation telco provider that can provide a wide spectrum of solutions from data to colocation to voice services."

This year is the 20th anniversary of Epsilon Telecommunications (Epsilon), a company that evolved from a start-up launched in a coal shed in London, to what is now a global connectivity provider with offices in the UK, Bulgaria, and its headquarters in Singapore, encompassing over 200 employees.

In a time where digital tools and connectivity are necessities for domestic households and businesses, Epsilon is one of the few global providers offering secure connectivity to a large ecosystem of cloud service providers and internet exchanges. To date, Epsilon has the largest pool of cloud providers, including well-known names such as Amazon Web Services (AWS), Azure, IBM and Oracle, to niche providers such as KT Cloud, NHN Cloud and Naver Cloud. This also comprises leading internet exchanges (IX) such as Deutsche Commercial Internet Exchange (DE-CIX), the Amsterdam Internet Exchange (AMS-IX), the London Internet Exchange (LINX), the Singapore

Internet Exchange (SGIX), the Korea Internet Neutral Exchange (KINX) and more. Few companies in the market can offer their customers the option to connect to as many cloud providers and internet exchanges as Epsilon.

"We offer customers the flexibility to purchase, order and provision the Cloud Connect and IX peering services on-demand via our Infiny network as a service (NaaS) platform, quickly and easily, all from a single point of contact," says Warren Aw, Managing Director of APAC at Epsilon.

"Infiny is the centrepiece of our business with on-demand connectivity capability. It is an award-winning NaaS platform that enables customers to instantly buy and deploy dedicated connectivity for digital and cloud-enabled services around the world, cutting out the need to invest in or manage the physical infrastructure."

Compared to other NaaS platforms, Epsilon's Infiny offers greater flexibility and customer control features that come with self-service network orchestration and API (application programming interface) integration to the existing systems.

PERPETUAL EVOLUTION

According to Aw, telecom will play a pivotal role in empowering businesses with digital transformation and improving customer experiences.

The first of these trends is a surge in multi-cloud deployment. Cloud technology is entering the era of the multi-cloud with businesses becoming progressively cloud-centric in their operations. Many of them are exploring hosting with various cloud providers to reap the best features of each and enhance workload performance.

"We are seeing a growing number of cloud providers rolling out more availability zones across the region and telco providers providing more secure cloud connectivity services and inter-cloud networking solutions that come with total operational visibilities and control," Aw informs us. "We believe 2023 and the coming

LEADING ASIA PACIFIC

Aw joined Epsilon Telecommunications in January 2021 as Managing Director of APAC. His responsibilities include developing and executing the company's commercial plans and driving further growth in the APAC region. Previously, he was the Country and Corporate Director at Colt Technology Services (Colt), where he led regional sales in Singapore and Hong Kong for its global enterprise, capital markets and service provider businesses. Aw spent over seven years at Colt. Prior to his position at Colt, Aw was a Sales Director at StarHub for over 13 years handling various industry verticals and sales channels.

"I was fascinated and curious about how the internet and email worked in the mid-1990s, and how it connected people from places across different time zones in a cost-effective way. I got a job in the telecommunications industry as a result of that, and the rest is history."
- Warren Aw, Managing Director of APAC

Cato Networks

Cato SASE Cloud with SSE 360

Cato Networks pioneered the convergence of networking and security into the cloud. Aligned with Gartner's Secure Access Service Edge (SASE) and Security Service Edge (SSE) frameworks, Cato's vision is to deliver a next-generation secure network architecture that eliminates the complexity, costs, and risks associated with legacy IT approaches based on disjointed point solutions.

Cato's cloud-native architecture was built from the ground up for high scalability and predictable performance. This unique architecture enables Cato to deliver the industry's most complete capabilities. This converged architecture delivers all networking and security capabilities from a single software stack. This means that all technologies will more efficiently collaborate to share contextual awareness, enforce consistent global policies, and tighten protection schemes.

With Cato, organisations securely and optimally connect any user to any application anywhere on the globe. Our cloud-native architecture enables Cato to rapidly deploy new capabilities and maintain an optimum security posture without any effort from the IT teams. Cato's highly scalable architecture enables organisations to scale at the speed of their business and not be restricted by the limitations and inflexibility of existing legacy technologies.

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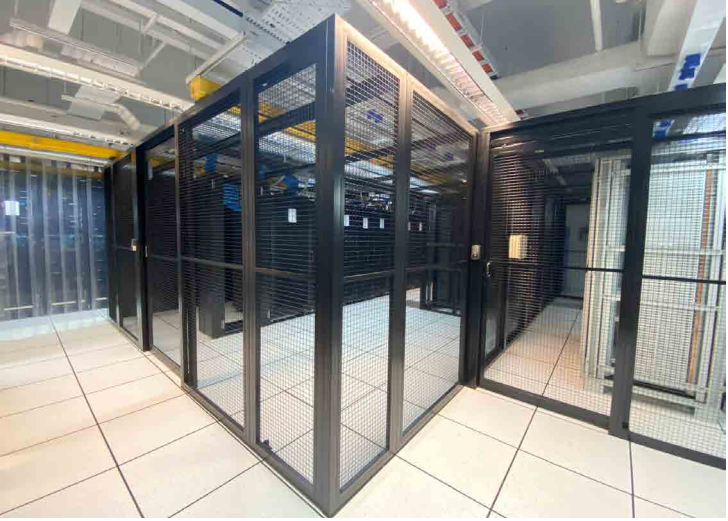

years will shape up to be one of the most transformative periods for the telecom industry."

On top of this, the past decade has seen an immense transformation in the 'as a service' business model, from software as a service (SaaS) to infrastructure as a service (IaaS), to platform as a service (PaaS), and now anything as a service (XaaS). This evolution has also extended to the telecom network, prompting the emergence of NaaS. NaaS essentially allows firms to rapidly adjust their network infrastructure according to changing requirements and optimise their user experience via an on-demand subscription. Infiny, Epsilon's NaaS platform, was introduced in 2015 to address this growing demand.

"As the world becomes increasingly connected, more and more devices will connect to the Internet of Things (IoT). These include autonomous drones, vehicles and wearables, all offering numerous benefits for factories, hospitals, cars, homes and cities," Aw elaborates. "However, this also means that these entities are exposed to greater cyber threats. Traditional perimeter-based security can no longer provide the required protection against these dangers. To facilitate remote access working scenarios and secure business data, applications, and networks, organisations need to revisit their security strategy.

"With this, we believe that telco can play an important role in working with security vendors to offer telco-managed zero trust networks and secure access service edge (SASE)."

To keep pace with trends and changes, the company foresees that more subsea cables, satellites, cell towers and various forms of data centres will be deployed. Indeed, adaptation and evolution are in Epsilon's DNA.

MOVING WITH THE TIMES

Over the years, Epsilon has been committed to delivering agile, cloud-based and application-driven network services, offering a wide range of fully managed connectivity and communication services such as cloud connectivity, peering, software-defined wide area network (SD-WAN), SASE, colocation, satellite, voice and many more to businesses around the world. Epsilon enables businesses to interconnect their digital world easily to the cloud, internet exchanges, office buildings and remote users.

"As the market evolves, we've adapted our business and explored new ways to deliver innovative solutions to meet our customer's needs," explains Aw. "The first service Epsilon delivered was four E1s (European digital line services) from Telehouse East to Madrid in 2003. To further disrupt the market, we launched optical cross connects in

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APAC OUTLOOK: HOW IMPORTANT ARE PARTNER RELATIONS TO THE SUCCESS OF YOUR BUSINESS?

WARREN AW, MANAGING DIRECTOR OF APAC:
"We believe in partnering with top companies across different technology sectors. We collaborate with partners such as Westcon, Zscaler, CATO Networks and other best-of-breed technology partners to expand the SD-WAN and SASE solutions to accelerate network transformation and security capabilities and provide in-country support for enterprises.

"The growing consumption of online media and applications is driving the need for an efficient exchange of traffic to deliver exceptional digital experiences. Epsilon has been partnering with many leading IX partners to serve the growing demand for remote peering services in Asia, Europe, the US and the Middle East. One such provider is LINX. We have been working closely with them since 2016 to allow businesses to enter new markets and peer in Europe without the need to deploy physical hardware or invest in their own infrastructure.

"Though we already have a strong ecosystem of cloud providers, networks and IX, and in excess of 300 PoPs in 41 cities globally, we want to grow this further.

"Following our acquisition by KT in 2021, we have extended our coverage in South Korea, adding more cloud and IX partners to our ecosystems such as KT Cloud, NHN Cloud, Naver Cloud and KINX. We can now provide both Epsilon's and KT's customers with resilient ethernet and subsea cable connectivity, satellite services and more in and out of Korea."

London in the mid-2000s, enabling service providers to access the services they needed with a cost-efficient model."

Epsilon further expanded its offerings by launching the first colocation facility in 2008 to serve its growing international customer base through deploying a smart international voice and data network. Then, in 2009 and 2010, Epsilon moved to Singapore and established a state of the art interconnection colocation facility and metro network locally. According to Aw, 2015 was an incredible year for the business as Epsilon took a big step into the future with the introduction of the CloudLX Platform, which eventually evolved into its NaaS platform, Infiny.

"Over the years, we have built a foundation for accelerating growth and innovation at Epsilon, and we're more than ready to push our business to new places," Aw tells us proudly. "In 2021, Epsilon was successfully acquired by KT Corp (KT), a world-leading telecommunications company. We now have a board and team with deep telecom experience and massive opportunities to serve even more customers across the globe."

In addition to the milestone achieved, Epsilon has undertaken a tremendous amount of work in terms of customer experience. The company's net promoter score (NPS) grew to 57 in 2022, greatly surpassing the industry average.

"This is a testament to the hard work and dedication of our team and our continual commitment to pushing our business forward."

STRONGER TOGETHER

Since KT's successful acquisition of Epsilon in September 2021, the companies have collaborated to deliver new services to accelerate

"OUR PEOPLE MAKE EPSILON WHAT IT IS. WE VALUE EVERYONE'S IDEAS AND WILL CONTINUE TO FOCUS ON THEIR DEVELOPMENT TO DRIVE BOTH EMPLOYEE AND CUSTOMER SATISFACTION"

– WARREN AW, MANAGING DIRECTOR OF APAC, EPSILON TELECOMMUNICATIONS

digital transformation for customers both locally and internationally, and there have been many successful initiatives accomplished over the course of 2022.

Epsilon launched three points of presence (PoPs) in South Korea. The launch has provided customers with direct access to South Korea's digital infrastructure and ecosystems spanning data centres, cloud providers and internet service providers. The PoPs are located in MokDong IDC 2, KINX Gasan IDC and KT Hyehwa, all based in the Seoul region. Epsilon customers can now connect on-demand to South Korea's network, via the Infiny platform, and access ethernet, IP transit, cloud and direct internet access (DIA) services across the country.

"Through the acquisition, we have also added more cloud partners to our ecosystem," Aw explains. "Epsilon is one of the few global providers offering connectivity to a variety of local clouds.

"We also offer colocation services at a carrier-neutral facility in Seoul operated by our partner, KT Cloud. This will join our existing portfolio of Epsilon global hubs in London, New York, and Singapore."

The acquisition has allowed Epsilon to integrate KT Satellite into its offerings, giving customers access to Asia's largest satellite teleport and five operational satellites, covering 60 percent of the world's population. Satellite services add to Epsilon's connectivity mix and provide customers with a single solution provider for their end-to-end networking needs.

From the sky to the oceans, the company leverages KT's established infrastructure and added subsea cables to its portfolio of services that enables customers to enjoy secure point-to-point connectivity for their mission-critical applications.

PEOPLE AT THE HEART

It is imperative for Epsilon to move forward with people at the forefront of the company's focus. To ensure that customers have the support they need throughout every step of their journey with Epsilon, the company has developed dedicated customer service teams and is integrating its support capabilities with KT's customer service teams.

"Our people make Epsilon what it is. We value everyone's ideas and will continue to focus on their development to drive both employee and customer satisfaction," Aw concludes. "Team collaboration is strongly encouraged to make Epsilon even greater, and we will be providing more opportunities for training, personal development, and progression throughout the year.

"Our commercial teams in APAC and EMEA/US are dedicated to staying close to our customers to meet their needs. On top of this, we will continue to closely align our customer experience, product and sales teams, and ensure that our offerings remain compelling, relevant, and always meet our customer's changing requirements."

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